



Mary Rodriguez <mary.d.rodriguez@lacity.org>

Fwd: Outfront Media USA's destruction of our Park and Street Trees

Veronica Perez <vp@veronicaperez.com>

To: Marisol Rodriguez <marisol.rodriguez@lacity.org>, Mary Rodriguez <mary.d.rodriguez@lacity.org>, David Giron <david.giron@lacity.org>

Sun, Mar 6, 2016 at 8:42 AM

And here is another one

Sent from my iPhone

Begin forwarded message:

From: Robert Peppey <r.peppey@yahoo.com>
Date: March 6, 2016 at 8:36:44 AM PST
To: Veronica Perez <vp@veronicaperez.com>
Subject: Outfront Media USA's destruction of our Park and Street Trees
Reply-To: Robert Peppey <r.peppey@yahoo.com>

Dear Veronica,

I am reaching out to you to express my utter contempt for your lobbying and intimidation of City of Los Angeles city officials and boardmembers on behalf of Outfront Media USA. I have observed you in action at several City Hall and Silver Lake community meetings. Shame on your organization.

What your client Outfront Media USA's actions in destroying our local Urban Tree canopy by 'trimming' and/or destroying our Urban Tree Canopy represents to me is racist and classist disregard of those of us who don't have easy access to the ears of City Hall, to the right of all us to have a safe and beautiful place to live and walk about in our communities.

It will be a sad legacy that someday you will leave to our community if you consider this kind of business activity as the best possible means to earn a living. Really sad.

Sincerely,

Bobby Peppey



Mary Rodriguez <mary.d.rodriguez@lacity.org>

Fwd: Tree Mutilation on Rowena

Veronica Perez <vp@veronicaperez.com>

Sun, Mar 6, 2016 at 8:07 AM

To: Marisol Rodriguez <marisol.rodriguez@lacity.org>, Mary Rodriguez <mary.d.rodriguez@lacity.org>

Cc: David Giron <david.giron@lacity.org>, Tim F Fox <tim.fox@outfrontmedia.com>, Veronica Perez <vp@veronicaperez.com>

Ladies, I just wanted to make you aware that I am now being personally and publicly harassed by some of your constituents over this tree incident. Please see the disturbing email I received yesterday from Mike Murphy and the Facebook post to my business wall below by Bobby Peppey.

As you know, we are working diligently towards a solution, but I fear that nothing will ever be good enough for this hostile minority. Can you please make the Councilman aware of this as well? Many thanks.

Veronica

image1.png

Sent from my iPhone

Begin forwarded message:

From: Mike Murphy <MMurphy@BrandIQ.Biz>

Date: March 5, 2016 at 1:51:46 PM PST

To: "vp@veronicaperez.com" <vp@veronicaperez.com>

Subject: Tree Mutilation on Rowena

Ms Perez,

I am reaching out to you to share my fury for your clients (Outfront Media) continued mutilation of beautiful mature trees in Los Angeles and specifically Silver Lake. I own a business, and live in Silver Lake. I have had it with their outright disdain for the law.

You should be ashamed of yourself for associating yourself with such a morally bankrupt company.

Really, this is your life's proudest achievement? What will they say about you after your gone. Is this how you want to be remembered?

Maybe you should use your influence to persuade them to stop this. We have at least 20 advertising agency clients at BrandIQ, and I intend to send letters to each President telling them why they should pull ALL their agencies advertising from Outfront.

Michael J. Murphy

Chief Energizing Officer

BrandIQ

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